



90-DAY DIGITAL ACTION CHECKLIST

Execute with purpose.
Grow with confidence.



FOUND ON LOCAL

GET YOUR BUSINESS FOUND ONLINE

Printable 90-Day Digital Action Checklist

Month 1: Build Your Digital Foundation

Week 1:

- ☐ ▪ Buy your domain and set up WordPress hosting
- ☐ ▪ Create a professional business email
- ☐ ▪ Claim all your social media handles

Week 2:

- ☐ ▪ Build a 5-page WordPress website (Home, About, Services, Contact, Reviews)
- ☐ ▪ Add lead capture forms to your website

Week 3:

- ☐ ▪ Set up and optimize your Google Business Profile
- ☐ ▪ Upload logo, business photos, and make 3 Google Posts

Week 4:

- ☐ ▪ Claim listings on top local directories
 - ☐ ▪ Connect Google Analytics and Search Console to your website
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Month 2: Drive Traffic & Visibility

Week 5:

- ☐ ▪ Start posting on social media (3 posts per week minimum)
- ☐ ▪ Add booking or quote links to all profiles

Week 6:

- ☐ ▪ Write and publish your first SEO-optimized blog post or service page
- ☐ ▪ Share it across Google Business Profile and social media

Week 7:

- ☐ ▪ Launch your first paid ad campaign (Google or Facebook)
- ☐ ▪ Promote a limited-time offer or lead magnet

Week 8:

- ☐ ▪ Collect at least 5 new Google reviews
 - ☐ ▪ Post a thank-you graphic highlighting customer feedback
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Month 3: Automate, Optimize & Scale**Week 9:**

- ☐ ▪ Set up a 3-4 email welcome sequence
- ☐ ▪ Add an opt-in form or popup on your website

Week 10:

- ☐ ▪ Build a retargeting audience from ad clicks and website traffic
- ☐ ▪ Launch a retargeting ad promoting your latest offer

Week 11:

- ☐ ▪ Install a chatbot on your website to capture leads
- ☐ ▪ Pre-schedule next month's social media content

Week 12:

- ☐ ▪ Review website analytics, ad performance, and CRM stats
 - ☐ ▪ Set new goals for the next 90 days based on your results
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Found On Local Tip: Print this checklist, keep it on your office wall, and check off each task weekly.

Consistency builds momentum. Progress beats perfection! - www.FoundOnLocal.com